

Licence Specifications

guidance to understand copyright and licence to use on purchase of photographic services

Although ownership and copyright¹ of the produced images belongs to the photographer, with the purchase of my photographic services you will obtain the permission for the usage – or licence to use – of the images accordingly with your needs and with what we agree on the job's commission.

All our fees, as shown in the corresponding price lists and on your bespoke estimate, include licence for first use of the photograph/s as follows:

- **promotional use in personal and company portfolios (both printed and online):** granted without limitation.
- **third party publications:** for two years - in any two countries - on any two media ²

Further licences, based on term, media, quantity, size, type of use, territory and edition will be evaluated upon client's request. Subsequent usage of the photograph/s, over and above the initial commissioned media, territory and time period, will be negotiated on the percentages of the Base Usage Rate (BUR) – stated on the initial estimate and contract – following the tables here below:

¹ Ownership & Copyright, as defined by law, means that the photographic material produced during a photo session, along with their copyright, are owned by the photographer.

All the material above mentioned is protected by copyright and trademark law and other related intellectual property rights. The photographs are also protected by moral rights. The photographer asserts his moral right to be identified as the author wherever and whenever his photographs are copied or distributed by any means.

² Type of media:

- Brochures (third party)
- Catalogue (third party)
- Inserts
- Magazine : inner pages
- Magazine : cover page (extended usage to be negotiated)
- National press
- Online Publication (third party)
- Packaging
- Marketing Aids non-purchasable (umbrellas, ashtrays, beer mats, exhibition panels, trolley panels, etc.)
- Point of Sale (on retail market is the area surrounding the counter where customers pay)
- Ambient (garage forecourt, rail station screens and all public areas except cinemas)
- Posters : up to 10 sqm (96/48/16/12/4 sheet, superlites, escalator panels, bus sides & panels, taxi wraps and seats, underground)
- Posters : more than 10 sqm (extended usage to be negotiated)
- Television/Cinema (extended usage to be negotiated)

Re-usage table	Additional Media in negotiated licence period	Additional Year after licence period	Additional 2nd Year after licence period	Additional 3rd Year+ after licence period	notes for guidance
Brochures & Catalogues (third party)	40%	40%	20%	20%	
Direct Mailing Includes: door drop leaflets & postcards	40%	40%	20%	20%	
Internet/Intranet Online Publication (third party)	30-60%	30-60%	15-30%	15-30%	% is dependant on potential volume of traffic or prominence of web presence
PR & Press Includes: editorial/advertorial news	25%	25%	12.5%	12.5%	
Magazines Includes: trade, consumer, local/national	40-100%	40-100%	20-50%	20-50%	% is dependant on position and size (inner, cover page, ...)
Packaging	Each year up to a 5 years shelf life: 75%				
Marketing Aids non-purchasable Includes: umbrellas, ashtrays, beer mats, exhibition panels, trolley panels,...	25%	25%	12.5%	12.5%	It does not include merchandising
Point of Sale/Purchase	40%	40%	20%	20%	
Ambient Includes: garage forecourt and rail station screens and all public areas where advertising is screened (not cinemas)	100%	100%	50%	50%	When screening is at Point of Sale those %'s should be used
Posters Includes: 96/48/16/12/4 sheet, superlites, escalator panels, bus sides & panels, taxi wraps & seats, underground	100%	100%	50%	50%	% should include up to 4 types of posters only
TV, Interactive TV, Video, mobiles, CD Ads	40%	40%	20%	20%	Each media attracts it's own %
notes for guidance:	% is of the negotiated Base Usage Rate (BUR) at not less than the normal day rate. Always state BUR on your estimate. 6 months further use would normally be charged at 50% of the %'s shown				

Territory	Principle Media	Single Additional Media	Multi Media*	2nd year	3rd year	Notes**
Europe (non-EU)	100%	75%	150%	100% or 1st year	50% of 1st year	
European Union (EU)	200%	100%	300%	100% or 1st year	50% of 1st year	
Pan European (EU+ non-EU)	300%	150%	450%	100% or 1st year	50% of 1st year	(1)
Pan European (EU+ non-EU)	275%	120%	350%	100% or 1st year	50% of 1st year	(2)
Single Additional Country	60%	30%	90%	100% or 1st year	50% of 1st year	(3)
Middle East	100%	75%	150%	100% or 1st year	50% of 1st year	
USA	200%	100%	300%	100% or 1st year	50% of 1st year	
Canada	50%	25%	75%	100% or 1st year	50% of 1st year	
South America	100%	40%	150%	100% or 1st year	50% of 1st year	
Africa	100%	40%	150%	100% or 1st year	50% of 1st year	
Asia (excluding Japan)	75%	30%	110%	100% or 1st year	50% of 1st year	
Asia (including Japan)	175%	90%	250%	100% or 1st year	50% of 1st year	
Japan	100%	75%	150%	100% or 1st year	50% of 1st year	
Oceania/Australasia	100%	75%	150%	100% or 1st year	50% of 1st year	
Worldwide	500%	250%	750%	100% or 1st year	50% of 1st year	
International Media***	150%	N/A	N/A	100% or 1st year	50% of 1st year	
	All Uses licence in excess of 750%					

* Multi Media = Any combination (three plus) of medial listed previously

** Notes: 2nd and 3rd year percentages are for a further single year each

*** International Media = In-flight magazines, Time, Newsweek, National Geographic, etc.

(1) = 18 month licence

(2) = 12 month licence

(3) = dependent on size of country and size of original country

Countries included in continents are as follows:

AFRICA

Algeria
Angola
Benin
Botswana
Burkina
Burundi
Cameroon
Cape Verde
Central African
Republic
Chad
Comoros
Congo
Congo Dem Rep
Djibouti
Egypt
Equatorial
Guinea
Eritrea
Ethiopia
Gabon
Gambia
Ghana
Guinea
Guinea-Bissau
Ivory Coast
Kenya
Lesotho
Liberia
Libya
Madagascar
Malawi
Mali
Mauritania
Mauritius
Morocco
Mozambique
Namibia
Niger
Nigeria
Rwanda
Sao Tome
Senegal
Seychelles
Sierra Leone
Somalia
South Africa
Sudan
Swaziland
Tanzania

Togo

Tunisia
Uganda
Zambia
Zimbabwe

ASIA

Afghanistan *
Armenia *
Azerbaijan
Bahrain *
Bangladesh
Bhutan
Brunei
Burma
Cambodia
China
Cyprus *
East Timor
India
Indonesia
Iran *
Iraq *
Israel *
Japan
Jordan *
Kazakhstan
Korea
Kuwait *
Kyrgyzstan *
Laos
Lebanon *
Malaysia
Maldives
Mongolia
Nepal
Oman *
Pakistan *
Philippines
Qatar *
Russian Federation
Saudi Arabia *
Singapore
Sri Lanka
Syria *
Taiwan
Tajikistan *
Turkey *
Turkmenistan *
United Arab Emirates *
Uzbekistan *

Yemen *

Vietnam

SOUTH AMERICA

Argentina
Bolivia
Brazil
Chile
Colombia
Ecuador
Guyana
Paraguay
Peru
Suriname
Uruguay
Venezuela

OCEANIA

Australia
Fiji
Kiribati
Marshall Islands
Micronesia
Nauru
New Zealand
Palau
Papua
New Guinea
Samoa
Solomon Islands
Tonga
Tuvalu
Vanuatu

EUROPE

Albania
Andorra
Austria **
Belarus
Belgium **
Bosnia-Herzegovina
Bulgaria
Croatia
Czech Republic
Denmark **
Estonia
Finland **
France **
Georgia
Germany **
Greece **

Hungary

Iceland

Ireland (Eire) **

Italy **

Latvia

Liechtenstein

Lithuania

Luxembourg**

Macedonia

Malta

Moldova

Monaco

Netherlands **

Norway

Portugal **

Poland

Romania

Russia (European)

San Marino

Yugoslavia (Serbia)

Slovakia

Slovenia

Spain **

Sweden **

Switzerland

Turkey

Ukraine

UK **

* indicates that the country is a part of Asia, but is often referred to as being a part of the **Middle**

East

** indicates member of the **E**